

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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April 16, 1997

RJR Account #094931

Mr. E. Bush

MID-VALLEY CANDY

JUNE DORAL B2G1F / PROMOTION #700272

Dear Ed:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 39 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	3
Light Box	12300-24066	2
Full Flavor 100	12300-24063	1
Light 100	12300-24062	3

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,470.84

Non-EFT \$ Amount:

\$N/A

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-2-
B2G1F
MID-VALLEY CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$44.10 (3.15 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-JUNDOR.DOC

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To All RJR Retail Partners

RETAILER LETTER

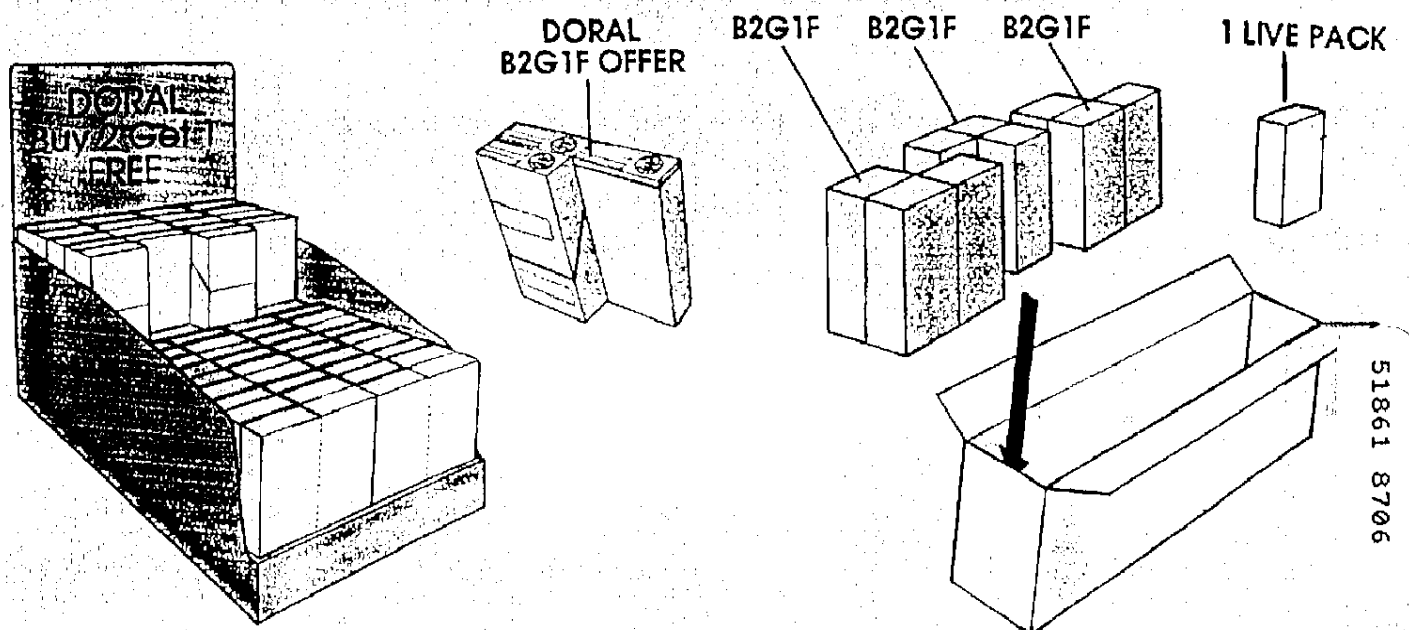
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



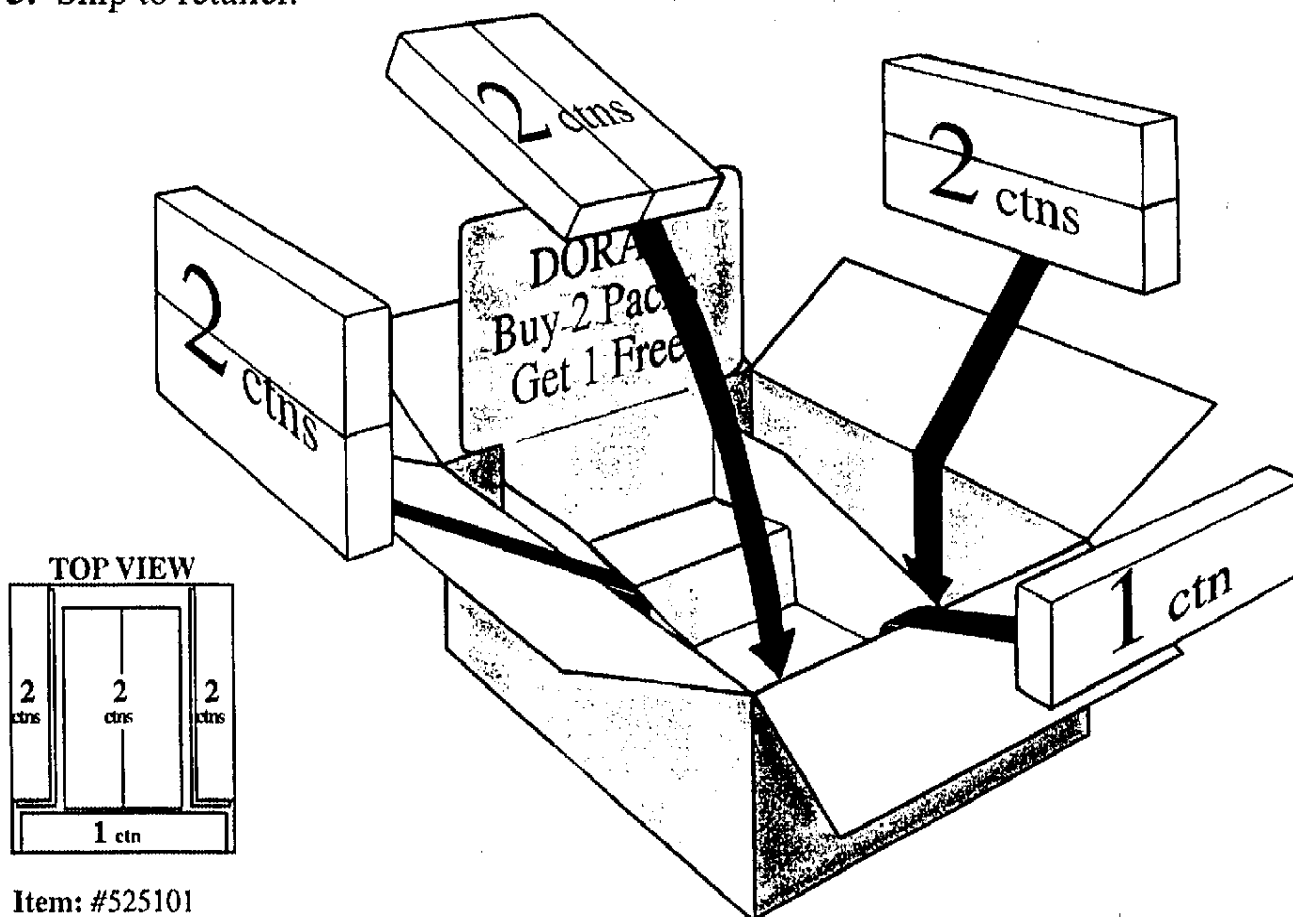
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons	2	2	2	1		

WHOLESALE : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0008
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717) 869-1287
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1				(717) 969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717) 421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717) 961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1				(717) 587-3644
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717) 586-3406
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717) 343-1237
162204	162224	269970	MORRIS' MARKET	BOX 510, RT 6	WYALUSING	PA	18953	1				(717) 746-3410
162204		434228	CJ'S RESTAURANT/MIN	RT. 247	CARBONDALE	PA	18407	1				(717) 222-3201
162204	162224	666235	CREEDSIDE FOOD MKT	PO BOX 338	CAMPTOWN	PA	18815	1				(717) 740-3900
162208		746242	BACK MOUNTAIN TBCO	ROUTE 309-415 PLA	DALLAS	PA	18612	1				(717) 675-2663
162204	162223	021980	RAINBOW MARKET	635 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717) 586-2622
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	1				(717) 342-1214
162209		186087	GLINSKY'S DRUGS	1101 MAIN ST	HONESDALE	PA	18431	1				(717) 253-9994
162209	162222	412784	MONTAGE TOBACCO	632 DAVIS ST	SCRANTON	PA	18505	1				(717) 342-3388
162209		472447	BIG CHIEF MARKET	816 POPLAR ST	MAYFIELD	PA	18433	1				(717) 876-2612
162204		704825	FTS MANAGEMENT	RR 1 BOX 327A	DALTON	PA	18414	1				(717) 563-1645
162209		482189	WOOLWORTH #1236	1700 N KEYSER AVE	SCRANTON	PA	18508	1		0534-0000		(717) 344-9525
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717) 833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	2				(717) 785-3553
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	2				(717) 281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1				(717) 587-2334
162209	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	3				(717) 343-3393
162209	162223	735459	CONVENIENT FOOD MAR	#3020	SCRANTON	PA	18504	1				(717) 342-0372
162209	162222	184184	LEWIS MKT	RT 390	MOUNTAINHOME	PA	18342	1				(717) 595-7161
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717) 421-7580
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717) 343-8991
162209		185916	SCOTT'S STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717) 342-7472
162209	162223	237497	C-PLUS MINI MART	202 BETTY ST	EYNON	PA	18403	1		0108-0000		(717) 876-6410
162209	162223	276091	COUSINS	10 HILL ST	JESSUP	PA	18434	1				(717) 383-3822
162209	162223	500448	C-PLUS MINI MART	309 MAIN ST	BLAKELY	PA	18447	1		0108-0000		(717) 489-8071
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717) 424-8225

PAGE BREAK TOTAL ACCOUNTS 32 TOTAL QUANTITY 36

TEMPLATE TOTAL ACCOUNTS 32 TOTAL QUANTITY 36

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/20/97

ACCOUNT NUMBER: 094931 MID-VALLEY CANDY
VOUCHER NUMBER: 15354155 900 LILLIBRIDGE ST
DATE WRITTEN: 05/20/97 PECKVILLE , PA 18452
STATUS: PAID
AMOUNT PAID: 44.10 , SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.15	44.10

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/J MCLEAN

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